

## San Diego County Agritourism Professional Development Workshop

### Day 1 – Monday January 22, 2018

- 7:45 a.m. Check-in, welcome – San Marcos Community Center, 3 Civic Center Drive, San Marcos, CA 92069
- 8:00 a.m. (sharp!) Leave San Marcos Community Center (by chartered bus)
- 8:00 – 8:45 a.m. On bus – introductions by all and basic introduction to agritourism
- 8:45 a.m. Arrive Keys Creek Lavender Farm, 12460 Keys Creek Rd, Valley Center, CA 92082  
Discuss development of visitor facilities, operations of tours & events
- 9:45 a.m. Leave Key’s Creek Lavender Farm
- 10:00 a.m. Arrive Stehly Farms Organics, 12630 Santa Catalina Rd, Valley Center CA 92082  
Tour and discuss farm facilities and issues for visitor program
- 11:00 a.m. Leave Stehly Farms Organics
- 11:00 a.m. – 11:45 a.m. On bus - hear talk from experienced local agritourism operator (speaker TBD)  
about his or her experience starting up with agritourism
- 12:00 p.m. Arrive Hatfield Creek Vineyards and Winery, 1625CA-78, Ramona, CA 92065  
Lunch at Hatfield Creek, followed by tour and discussion of facilities, challenges  
and plans for agritourism activities – discussion of Ramona Valley Vintners  
Association
- 1:45 – 2:15 p.m. Group discussion at Hatfield Creek of day’s visits and tours
- 2:15 p.m. Leave Hatfield Creek Vineyards
- 2:30 p.m. Arrive Grebar Farms 401 Pile St. Ramona, CA 92065  
Tour and discuss visitor facilities, programs, challenges & plans
- 3:15 p.m. Leave Grebar Farms
- 4:00 p.m. Arrive back at San Marcos Community Center, 3 Civic Center Drive, San Marcos,  
CA 92069
- Dinner on your own

### Day 2 – Tuesday January 23, 2018 – at San Marcos Community Center, 3 Civic Center Drive, San Marcos, CA 92069

All topics to include presentation, useful materials and discussion of issues and training methods.

- 8:30 – 9:00 a.m. coffee, check-in, networking

9:00 – 9:10 a.m.	welcome, overview of the day
9:10 – 10:00 a.m.	Assessing a farm or ranch for agritourism potential – presentation & small group exercise – <i>Penny Leff, UC SAREP Agritourism Coordinator</i>
10:00 – 10:50 a.m.	Liability management strategies – presentation, Q&A - <i>Ramiro Lobo, UCCE San Diego</i>
10:50 – 11:00 a.m.	break
11:00 a.m. – noon	Navigating permitting and regulations for agritourism; issues and resources <i>Eric Larson, San Diego County Farm Bureau</i> <i>County Planning staff-person (TBD)</i>
Noon – 12:45 p.m.	Networking lunch (provided)
12:45 – 1:30 p.m.	Agritourism as part of regional tourism, helping farmers work with their DMO <i>(Tourism Professional TBD)</i>
1:30 – 2:00 p.m.	Individual/small group activity – outlining & sharing of home community needs & initial plans for work with home community
2:00 – 2:10 pm.	Break
2:10 – 3:00 p.m.	Teaching agritourism business planning to farmers - presentation, resource sharing, Q&A <i>Joe Molina, Veterans Chamber of Commerce San Diego</i>
3:00 – 3:45 p.m.	Marketing strategy and methods <i>Shannon Robinson, Founder and CEO of Clover Labs</i>
3:45 – 4:00 p.m.	Individual exercise – prepare 6-month action plan for next steps with clients or community
4:00 – 4:15 p.m.	Group discussion – share plans for next steps with clients or community
4:15 p.m.	Evaluation and adjourn

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